

Pitney Bowes Business Insight Delivers Web 2.0 Experience with the Launch of Stratus Connect™

Second component of Stratus suite delivers the Web 2.0 experience users are demanding by replicating powerful online capabilities for spatial interaction

Windsor, 13 July 2009— Pitney Bowes Business Insight, the leading global provider of location and communication intelligence software, data and services, today announces the launch of Stratus Connect™, part of the Stratus suite of user-centric products which deliver end-to-end spatial data management analysis and distribution. Stratus Connect™ consists of an intuitive out-of-the-box application that enables organisations to quickly deploy next generation interactive web mapping online. In addition, Rich Internet Application (RIA) Web Controls deliver capabilities for back office integration and enterprise mashups.

The much anticipated Stratus suite of spatial business applications has been specifically designed with end-users in mind, allowing them to provide stylish spatial applications through a browser-based solution and a web services platform. In response to customer demand, a Software as a Service (SaaS) model will also be available at a later date.

As the latest addition to the suite, Stratus Connect™ is designed for spatial data owners and web developers within organisations who need to share data with citizens, councillors, businesses and wider stakeholders. The flagship location intelligence tool provides live information about the location of services and amenities in any given vicinity, promoting an enhanced and more efficient experience for users.

“Stratus Connect offers a significant leap forward in our vision to provide brilliant services to our customers,” comments Andy Nix, Service Manager - Business Transformation and Information Management at South Kesteven District Council. “This

innovative web-based mapping application raises the bar by delivering self-service to the public and makes customer access to information both simple and intuitive.”

Chris McCartney, Stratus Global Product Manager at Pitney Bowes Business Insight adds, “As our first web mapping application, Stratus Connect marks a major milestone in the Stratus suite.”

“It acts as the link between an organisation and its customers. The user-centric approach means Stratus Connect is not only a first rate mapping product, but one that anyone can use. This first class user experience takes advantage of new web technologies, such as the clever use of underlying services to allow for seamless panning and zooming. The Stratus Connect interface delivers a fresh take, designed around end users’ experiences while remaining web accessible.”

Key benefits of Stratus Connect™ include-

- Rapid deployment of interactive web mapping and address-based searching
- Enrichment of the user experience with a state-of-the-art interface built on best practice usability studies
- User-friendly querying of address, street or location via intelligent free text search
- Reduction of call centre peakloads and associated costs by enabling a 24/7 user experience
- Ease of integration with enterprise, customer-facing systems such as CRM
- Full customisation capabilities

Stratus Connect™ has been developed in direct response to the need to deliver next generation interactive maps online. Web technology has evolved to enable online mapping to offer more feature rich and compelling applications. As location intelligence solutions move from the single-user to enterprise-wide, Stratus Connect™ provides Web 2.0 mapping capabilities and rich internet functionality for unprecedented presentation of data in a self service environment.

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For up to the minute information, please visit the Stratus blog:

<http://stratus.pbbiblogs.com>

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About Pitney Bowes Business Insight:

Pitney Bowes Business Insight (PBBI), a division of Pitney Bowes Software Inc., provides a unique combination of location and communication intelligence software, data and services that enable organisations to make more informed decisions about customers, competition and market expansion. Pitney Bowes Software is a wholly-owned subsidiary of Pitney Bowes Inc. (NYSE - PBI). With the industry's most comprehensive set of solutions for maximising the value of customer data, PBBI provides the tools required to more effectively locate, connect and communicate with customers in today's global markets. Leading organisations rely on PBBI solutions to increase the accuracy and effectiveness of customer information delivery and drive profitable growth. Visit www.pbbusinessinsight.com and www.pb.com for more information.

About Pitney Bowes:

Pitney Bowes is a \$6.3 billion global technology leader whose products, services and solutions deliver value within the mailstream and beyond. Founded in 1920, our company's 35,000 employees deliver technology, service and innovation to more than two million customers worldwide. For more information about Pitney Bowes, its products, services and solutions, visit www.pb.com.